



20 Questions to Help You Learn More About Your Donors

Below are 20 questions that can help you learn more about your supporters. You won't use all these questions with every person, but they will help generate ideas as you prepare for your donor meetings.

Personal Background

1. Where were you born and what was it like growing up there?
2. How did you choose your life's work?
3. Is there an event in your life that made a big impact?
4. How did you first get interested in (our organization)?

Perception of Our Organization

5. What comes to your mind when you think about (our organization)?
6. Why do you give to us?
7. What do you like about what we're doing?
8. What makes you feel best about being involved with us?
9. How has your affiliation changed over the years?
10. How have you seen us change over the years?
11. What do you want (our organization) to look like in the future?
12. What impact does (our organization) have on the community?
13. Describe what it would be like if (our organization) did not exist.
14. What kind of experience do you want others to have with (our organization)?
15. What do you see as your role in the future of (our organization)?

Philanthropic Interests

16. What has been your most meaningful experience related to philanthropy?
17. Which other organizations do you support? Why?
18. What kind of impact do you want your gifts to have?
19. If you were to create a family foundation, what would be your focus?
20. At the end of the day, what do you want your children to remember about you?